Permit #F00019560

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019560 **Type of Permit:** FILMING **Release Date:** 08/28/2009

Production Company ANONYMOUS CONTENT

Insured Company Name ANONYMOUS CONTENT

Contact Phone No. 1 310-558-6000
Contact Phone No. 2
Fax
Address 3532 HAYDEN PLACE
CULVER CITY, California 90232

Production Title EFFECTIVE PARENTING PSA

Type of Production Commercial - PSA

Producer PATRICK MALLOY

Director GABRIEL OLSON

1st AD PATRICK MALLOY

Production Manager JENNIFER MALLOY

FilmL.A. Coordinator Patricia Edgar

Location Manager GABRIEL OLSON
Primary Phone Mobile - 213-500-5898
Secondary Phone Office - 310-558-6228

Location Assistant JENNIFER MALLOY
Primary Phone Office - 323-868-8248
Secondary Phone

Fees

FILMLA MODIFIED PERMIT APPLICATION FEE	$50.00
LAUSD DEPOSIT	$500.00
LAUSD CUSTODIAL FEES	$341.00

Total Permit Fee $891.00

Number of Locations 1

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Summary Information — Location

Permit Number F00019560
Production Company ANONYMOUS CONTENT
Insured Company ANONYMOUS CONTENT
Production Title EFFECTIVE PARENTING PSA

Location Manager GABRIEL OLSON
Primary Phone Mobile - 213-500-5898
Secondary Phone Office - 310-558-6228

Location Address 2225 Dorris Pl, Los Angeles, CA, 90031

Location Names DORRIS PLACE ELEMENTARY SCHOOL

Location Type School

Location Description LOS ANGELES UNIFIED SCHOOL DISTRICT

Film Dates 8/29/2009 - 8/29/2009 08:00 - 18:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
PSADorrisadd to permit.pdf
AnoContSupportLetter.pdf
Dorris Place School July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	3
Generator	1

Personnel on Location

Type	Quantity
Cast	6
Crew	20
Extras	10

Filming Activities Interior Dialogue; PHOTOGRAPHY WITH SOUND IN AUDITORIUM;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Los Angeles Unified School District
Local District 4
Dorris Place Elementary School
2225 Dorris Place
Los Angeles, CA 90031
TELEPHONE: (323) 222-9185
FAX: (323) 222-3686

Ramon C. Cortines
Superintendent of Schools

Richard Alonzo
Local District Superintendent

Susan D. Grant
Principal

August 4, 2009

To Whom It May Concern:

The purpose of this letter is to verify that I have agreed to allow Gabriel Olson and the Center for the Improvement of Child Caring to use the auditorium on our campus for a date to be determined in August, 2009. I am waiving any fees to our school for its use for this public service announcement.

Please feel free to contact me if I can be of further assistance or answer any questions.

Yours truly,

Susan D. Grant

Susan D. Grant
Principal

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Permit #F00019560

CENTER FOR THE IMPROVEMENT OF CHILD CARING
6260 LAUREL CANYON BOULEVARD, SUITE 304 • NORTH HOLLYWOOD, CA 91606
(818) 980-0903 • FAX: (818) 753-1054
www.ciccparenting.org
e-mail: ciccparenting@sbcglobal.net

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Los Angeles, California

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Los Angeles, California

Jac Stulberg
Senior Vice President
Morgan Stanley
Beverly Hills, California

July 31, 2009

RE: Confirmation of Work for Center for the Improvement of Child Caring

Dear Sir/Madam,

This letter is confirmation that the Center for the improvement of Child Caring (CICC) has contractually agreed with Gabriel Olson to produce a Public Service Announcement. The PSA will be used in our Uniting Los Angeles for Effective Parenting Project to draw visitors to our *EffectiveParentingLA.org* website to learn about parenting classes and programs. This will be produced in August 2009.

CICC is a registered 501(c) 3 NonProfit organization by definition of the Internal Revenue Service code. Our mission is to further awareness of and educate parents on techniques for effective parenting.

Thank you very much for your assistance in this matter, and please do not hesitate to contact me should you require any additional information.

Yours Sincerely,

Kerby T. Alvy, Ph.D.
Founder and Executive Director

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007

08/25/2009 09:43 FAX

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: May 27, 2003

Person to Contact:
John Kennedy ID 31-07297
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 6:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
23-7385759

Center for the Improvement of Child Caring
11331 Ventura Blvd., Ste. 103
Studio City, CA 91604

Dear Sir or Madam:

This is in response to your request of May 27, 2003, regarding your organization's tax exempt status.

Our records indicate that a determination letter issued in August 1974, granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

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Center for the Improvement of Child Caring
23-7385759

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

John E. Ricketts

John E. Ricketts, Director, TE/GE
Customer Account Services

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Effective Parenting - PSA

Its Night, a grade school play or recital is beginning in a school auditorium / gym. As families fill the auditorium settling into their seats, we focus on:

A dimly lit stage, five children in chairs sit in a row. They take turns each standing and saying their holiday wishes.

One small boy with spiky blonde hair stands and says:

"I wish when I grow up, I get to be a fireman like my Dad."

His parents in the audience smile at each other proudly, flashes as photos are taken

A little African American girl stands and says:

"I wish that I get to go to Disneyland this summer!"

Another child stands, his head bent slightly downward and sheepishly says:

"I wish that my grandma will make me lots of cookies"

The audience laughs together.

A smiling man in the audience pans his small handycam to the next boy, the LCD screen illuminating his proud face

Finally, a little boy stands with head slightly bent, and says:

"I wish…I can be <u>really</u> good…So my daddy will like me."

The man lowers his handycam, his face filled with a look recognition, embarrassment and realizing how his behavior has affected his child.

We hold on the boy's face, not quite realizing what he's said.

Cut to:

If you have questions about how you are affecting your children, you can visit us at:

www.effectiveparentingla.com

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Attorney-at-Law
Los Angeles, California

Jac Stulberg
Senior Vice President
Morgan Stanley
Beverly Hills, California

August 25, 2009

RE: Confirmation of work for Center for the Improvement of Child Caring

Dear Sir/Madam,

This letter is confirmation that the Center for the improvement of Child Caring (CCIC) has contractually agreed with Gabriel Olson and Anonymous Content, LLC to produce a Public Service Announcement. The PSA will be used in our Uniting Los Angeles for Effective Parenting Project to draw visitors to our *EffectiveParentingLA.org* website to learn about parenting classes and programs. This will be produced in August 2009.

CICC is a registered 501(c) 3 NonProfit organization by definition of the Internal Revenue Service code. Our mission is to further awareness of and educate parents on techniques for effective parenting.

Thank you very much for your assistance in this matter, and please do not hesitate to contact me should you require any additional information.

Yours Sincerely,

Kerby T. Alvy, Ph.D.
Founder and Executive Director

SPECIAL FILMING CONDITIONS
DORRIS PLACE SCHOOL

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Near this location are several City of Los Angeles facilities including the City testing laboratory, Engineering's Geology Lab and Building & Safety's Electrical Testing Laboratory. The employee lots are inadequate to handle employee cars and many depend on the streets close by for parking. In order to minimize the disruption and exposure of employee's cars to vandalism, the following limitations are in effect for permits at this location.

- **Affected residents and/or businesses must be notified two (2) days in advance of first film date.** *Permit requests must be submitted to FilmL.A. three (3) days in advance.*
- **No posting or parking is to be permitted on Dorris Place or Altman Street between Blake Avenue and Crystal Street.**
- **No posting or parking is to be permitted on the <u>east side</u> of Blake Avenue between Dorris Place and Altman Street (the side opposite the school).**

Note: Riverside Drive is also adjacent to the school and could serve as a reasonable alternative to any requests for the above areas. There is nothing prohibiting or restricting parking on Riverside Drive.

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